

THE DAILY MISSOURIAN

Published every evening (except Saturday and Sunday) and Sunday morning by The Missouriian Association, Incorporated, Columbia, Mo., Frank H. King, President and Editor; A. G. Himmig, Business Manager.

Address all communications to THE DAILY MISSOURIAN, Columbia, Missouri.

Office: Virginia Building, Downstairs. Phone: Business, 55; News, 274.

Entered at the postoffice, Columbia, Mo., as second-class mail.

Year, \$2.50; month, 25 cents; copy, 5 cents. Outside of Boone County, year \$3; month, 30 cents.

The Missouriian receives the dispatches of the United Press Associations.

NONPARTISAN CITY GOVERNMENT

In Iowa a form of city government permits little partisan rule. Party primaries for city offices have been abolished. Instead, names are placed on the primary ballot by petition regardless of parties. The two leading candidates for mayor and the eight leading candidates for commissionmen are then placed on the regular ballot.

Parties may concentrate, but "party slates" are rule out. By this form of commission government all voters vote directly in every election and attention is focused upon only two candidates for each office. The public may initiate ordinances and ordinances passed by the commission may be referred to the public.

Complaints in council meetings in Columbia might get better results if party lines were broken down and if ordinances were initiated by or referred to the voters complaining. Certainly specialized commission members would mean efficient and prompt remedy or prevention.

COMMERCE WITH SOUTH AMERICA

The European war has almost closed the commerce of South America with Europe. It has opened commerce with the United States, which can be carried on with the same advantages.

Commerce between South America and this country until now has been small. Merchant steamers traveled in a triangle. These steamers went from France, Germany and Great Britain with cargoes of all manufactured products and returned mostly by the way of the United States with cargoes of coffee and rubber.

The South American countries, especially Brazil and Argentina, exported more to the United States than they have imported. The reasons were: first, the United States had not tried to extend commerce with South American countries; second, no American banks were established to facilitate commercial transactions; third, no American line of transport was in existence, except the Brazilian Lloyd; fourth, Americans had not learned how to deal with their Latin neighbors; finally, products of the United States were not made according to the system of South America.

Conditions brought by the war have opened commerce between the republics of South America and the United States. There are now three American banks in Brazil, one in Argentina and another in Chile. Commerce has developed largely during the last year, and the hopes are that South America and the United States from now on will understand each other better in a business and social way.

GALVESTON'S CITY GOVERNMENT

Galveston, Texas, is the home of commission government. Sixteen years of practice have almost perfected the plans for local needs.

The administration is in four departments: police and fire, streets and public property, water works and sewerage, and finance and revenue. Four commissioners, elected at large, apportion the departments among themselves for specialized administration. The mayor presides over all; the body of five constitute the board of aldermen and executives for all city affairs and avoid all committee ramifications.

The Galveston plan centralizes power and responsibility in a few capable men whose salaries permit them to specialize and administer their departments efficiently. It coordinates taxing and spending, thus avoiding financial mismanagement or unwisely apportioned funds. In obtaining needed action promptly and efficiently the plan is highly desirable.

The Open Column

A public forum for the discussion of things worth while. Articles should be short and signed by the writer, as proof to the editor of good faith. Signatures will not necessarily be published.

The Division Spirit Dies.

Editor of the Missouriian: There was a time in the history of the University when the spirit of division overshadowed that of the spirit of the University. The students were loyal first to the school or college in which they were entered and second to their institution. At the meeting last Friday night the spirit met its last blow and fell. Not a yell nor an indication of the division spirit was given.

The University is arriving through its student body to a position of prominence. The students are working for their alma mater. Everything is forgotten in this one aim.

The Student-Alumni Union is a concrete expression of the growth of the unified Missouri spirit. The abolition of hazing is another of its indications. Student politics is slowly going toward the selection of the man instead of the department. Missouri is gaining that spirit which has made famous many of the older schools of the East. It is an indication of the passing of the institution into higher fields.—P.

M. U. MAN TALKS ADVERTISING

Dr. Almstedt Says Personality Is a Necessary Asset to Publicity.

"Personality sets advertising to art," said Dr. H. B. Almstedt in his talk last night before the Ad Point Club of the University on "Efficiency in Advertising." Dr. Almstedt handles the advertising for the Phi Mu Alpha chapter. He based his talk on advertising from the layman's point of view.

"Efficiency in advertising," said Doctor Almstedt, "comes from appealing to the layman's point of view, and, in order that the advertising man may be able to make this appeal, he must be broadly educated in the Arts and Sciences and in human nature."

"The advertiser's appeal today is to human nature fundamentally. The great spirit in advertising is to put only the truth in the copy, and President Wilson has commended the Associated Advertising Clubs of the World for taking this stand. Advertising distributes the world's work and should therefore be truthful."

"The broadminded business man of today advertises not to get the immediate dollars and cents but rather to gain the cumulative effect of advertising, which, after all, is the good will of the community. Therefore the advertising writer must develop his personality because personality adds the 'punch' to the technique."

"The efficiency in advertising is, therefore, the training which develops personality and thus allows the advertising writer to make his appeal to human nature scientifically. A combination of theory and practice is necessary for the really efficient advertiser."

PROGRESS TELLS OF COLUMBIA

Columbians Break Into Print in Rocheport Paper.

The following items, which may be of interest to Columbians, appeared in the Rocheport Progress this week:

If Columbia doesn't get a stir on, Rocheport may yet be shipping out oil and "gas" before they get their electric road built.

The Progress appreciates the kindly words of Bro. A. W. Taylor in a recent sermon. Like all mortals we want "our roses while we're living—not when we're dead."

And we hear rumors of another wedding in which a young lady in Rocheport will be one of the high contracting parties. That's three-count 'em—all before Xmas.

The funniest thing we have heard lately was that Will Booker, colored, and an ardent member of the A. M. E. Church, was preparing to go to conference this week but Bert Sapp "beat him to it" and instead Booker was before the grand jury Thursday.

MASONIC STUDENTS ORGANIZE Will Initiate and Grant Degrees—40 Join Club.

The Students' Masonic Organization was formed last night at the Y. M. C. A. Building. The club was begun by Percy Klass and is the first to be organized here.

There is an entire degree team of students who will have the right of initiation and of granting the three degrees. It is for University men only. Roy Bour was elected president, E. R. Peck, vice-president; and Duane Tice, secretary. There are forty members. The movement is supported by the Twilight Lodge.

A. L. Ferguson Indictment Discharged. The petition of Arthur L. Ferguson to be discharged from the indictment against him was sustained and the defendant discharged yesterday. The indictments were for illegal sale of liquor. At the time it was charged that the sale was made, Mr. Ferguson was in the West.

THE NEW HOME OF THE MISSOURI UNION



The Missouri Union Has Already Taken Over the Old Columbia Club Building Which Will Be the Gathering Place of All Members of the Union.

MISSOURI UNION WILL ASK FOR FIRST MEMBERS FRIDAY

The membership campaign of the Missouri Student-Alumni Union will begin next Saturday. Fifty voluntary memberships have been received at the office of the secretary, Henry H. Kinyon. An effort will be made to obtain every student in the University as a member. D. J. Owen, vice-president of the Union, will direct the campaign. He will be assisted by the board of directors and three representatives from each division.

"I feel that every student in the University," Mr. Kinyon said today, "will realize just what the Missouri Union is to mean to him and the alumni. The students' support will be an incentive to the alumni to get behind the movement. It is the biggest movement ever undertaken by the student body and the alumni and if successful, as it undoubtedly will be, it means a greater University of Missouri."

Mr. Kinyon has received a letter from Homer L. Heath, secretary of the Michigan Union, commending the Missouri Union upon its beginning.

PLANS FOR POULTRY SHOW

Meeting of Boone County Association at Court House Tomorrow.

Plans for the Boone County Poultry Show, to be held the second week in January, will be made at a meeting of the association at 2 o'clock tomorrow afternoon in the courthouse. Dr. Virgil Blakemore, a poultry fancier, formerly of Fayette, will talk on "Breeding Pure Bred Fowls and the Importance of Exhibiting at the Home Show."

Miss Elizabeth Hodge, the secretary, urges all persons interested in poultry to attend this meeting. The show will have to find another meeting place this year. For the last five years, it has been held in the Belcher Grocery Company Building at Eighth and Cherry streets.

The officers of the association are: Hugh Baker, president; Frank Prather, vice-president; Miss Elizabeth Hodge, secretary-treasurer; and J. M. Stone, superintendent.

This year's show will be held at the same time as Farmers' Week. The winners will be picked by Judge Johnson of Fairland, Ind.

TAKEN UP MISSOURIAN OFFER

J. F. Brittingham, M. U. Man On Border Writes For Subscription.

When the Missouri troops were ordered to the border last summer, the Missouriian offered a subscription price of \$1 for the period that a soldier was at the border, no matter how long. That this special rate was not forgotten, is proved by J. F. Brittingham, who has written to the Missouriian, more than three months afterward, wanting to take advantage of it.

Brittingham received a B. S. in C. E. in 1915 from the University. During his last year in school, he was major of the second battalion in the Cadet Corps.

Brittingham writes on the Army and Navy Department stationery of the Y. M. C. A. He is with Troop A. District of Columbia National Guards, at Fort Sam Houston, San Antonio, Tex. He has just been sent to the border. The national guards of several of the eastern states were held in mobilization camps sometime before going to the border.

Turner Asbury Operated Upon.

Turner Asbury, an employee of Matthews Hardware Company, was taken to Parker Hospital last night where he was operated upon for appendicitis. His condition today is reported favorable.

ASSUMES WORK AT HARVARD

Dr. Harry Sheffer Is Now With Philosophy Department.

Dr. Harry Sheffer, who occupied a place in the department of philosophy of the University when Dr. J. W. Hudson was on his leave of absence, is assuming a large part of the work of the philosophy department at Harvard left vacant by the death of Dr. Josiah Royce, former head of Harvard's department. Doctor Sheffer is only 34 years old.

Doctor Sheffer was born in Russia. He came to this country when he was 10 years old. After his graduation from the Boston Latin School he entered Harvard, graduating with high honors in 1905. He has received his A. B., M. A. and Ph.D.

Doctor Sheffer has received a traveling fellowship from Harvard and has studied in England, Germany, Italy and France. He has held positions in Washington State University, the University of Minnesota and City College of New York.

R. M. Bandy Will See Jayhawker Game

R. M. Bandy, Jr., B. J. '15, writes to Columbia friends that he is with the Tigers twenty-four hours a day, and that when the whistle blows "Turkey Day" he will be on the sidelines to see the game at Lawrence, if he has to cross the United States. Bandy is with the service department of the Merchants' Trade Journal of Des Moines, Iowa.

team. Invitations will be sent out to each alumnus and former student asking him to be present. The Union Building is now open to any student who wishes to pay membership. Several student organizations are already holding their meetings there.

When You Want Anything Good to Eat

You will find it at **The Palms**

What do you think of our **Student Lunch**

Hot Roast Beef - - - 20c	Plain Steak - - - 20c
(With Vegetables)	Porterhouse Steak - 30c
	(With Eggs 10c Extra)

PIES PER CUT 5c

Chocolate	—	Lemon
Banana	—	Cherry

Pie a la Mode - - - 15c
Pie with Whipped Cream - 10c

(Only the best served here)

1000 BY SATURDAY

Read what Frank J. Martin of the School of Journalism, who spent the past year in Japan, says about the "Y" in that country:

"With strong organizations in the larger centers of Japan; with leaders, who are virile, progressive wide-awake and earnest workers, I feel confident the Y. M. C. A. is doing more toward the betterment of moral conditions and the extension of education, religious and otherwise, than any other single force."

The Campaign is Going Strong
Join Promptly. Help it Along

Membership at noon today - - - 357

You owe yourself the duty of affiliating with a big and worthy cause. Do that duty today.

YOUNG MEN'S CHRISTIAN ASSOCIATION
(Your Association, Maintained by Your Support.)

"I am a member of the Merchants' Fare-Refund Trade Week Association.

"I have reasons to believe the best day of the week will be Friday or Saturday.

WHY?"

(Watch this space and you'll know why)